

**NETWORKING,
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Networking, networking, networking. Nothing is more important to effective and powerful recruiting. This is especially true for difficult searches.

Our consultant set out to find high-end software account executives. The client needed a three-year annual earnings track record of \$100,000+. They would work from our client's Southern California or Northern California offices by telephone only... no face-to-face contact with potential customers. These were not easy jobs to fill.

Contingency agencies had worked on these positions and made no hires.

After 26 weeks, we had made four \$160,000 hires with more candidates in the pipeline. Our client interviewed 2.50 candidates per offer made. 100% of the account executive offers were accepted.

What worked?

The 1st Hire: a resume submitted because of our client's reputation. We moved him through the system without a flaw. **The 2nd Hire** was a referral from the first hire whom we had asked for names of other good software telemarketers. **The 3rd Hire:** we used the Internet to get names of competitors' employees. We called them and asked for names of prospective candidates. One was hired. **The 4th Hire:** as part of her direct sourcing, our consultant contacted former candidates who had turned down offers and former employees who left in good standing. Conditions had changed for one former candidate who had declined an offer before, but now was pleased to accept the job.

Our client told us that she wished she had outsourced recruiting a long time ago because we made it so easy for her.